

# ER RESPONSE UPDATE

Issue N°14



Ontario Tourism  
Marketing Partnership  
Corporation  
Partenariat ontarien  
de marketing touristique

...se in April seemed slowed by  
publicized SARS outbreak.

OntarioTravel.net dropped 16%  
2002.

months, calls to the Call Centre  
volume was 25% lower in April

tribution dropped 38% over April

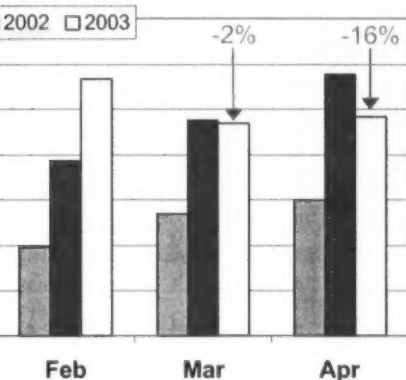
- [www.OntarioTravel.net](http://www.OntarioTravel.net)

April declined 16% over April 2002 at

...e also down slightly in March (-2%)  
the drop representing the first in

...er sessions in March and April seem  
the Iraq War and SARS, as  
following chart.

de Growth in User Sessions at  
el.net in March, April 2003



...st, probably in relation to the rise in  
summer approached, user sessions  
progressed. User sessions did not  
April 2003 progressed.

■ As April 2003 moved forward, SARS – and its outbreak in Toronto – became a focal point for the global media, especially between April 23 and 29 when the World Health Organization's (WHO) advisory against travel to Toronto was in effect.

■ User sessions in the first half of April 2003 were down just 3% over the first half of April 2002. As the second half of April ended, user sessions were down 27% over the second half of April 2002. User sessions in the second half of April 2003 were unusually lower than in the first half.

## ONLINE PUBLICATIONS

■ 26 publications were downloaded 19,108 times from OntarioTravel.net in April.

■ The three most popular downloads, accounting for 65% of downloaded publications in April, were the 2003 Spring Events Guide, the 2002 Reference Guide and the 2003 Spring Experience Guide.

## REGISTERED CONSUMERS

■ Despite user sessions decreasing year-over-year, 8,015 consumers registered with OntarioTravel.net in April. January to March 2003, registrations averaged just 4,300 a month.

■ From the site launch in October 2002 to the end of April, registrations totalled approximately 31,000.

■ To May 2, approximately half (51%) of registered consumers were male. Nearly all (97%) were English-speaking; 3% were French. The majority (69%) of registered consumers were Canadian; just over a quarter (27%) were American.

■ To May 2, 19,538 registered consumers opted to receive e-marketing material from OTMPC.

## PARTNERS SITE - [www.TourismPartners.com](http://www.TourismPartners.com)

■ User sessions at TourismPartners.com reached 3,234 in April; a 12% decrease over April 2002.

■ User sessions, averaging 108 per day in April, were highest in volume, and above average, on April 28 (140), April 29 (171) and April 30 (258).

ONTARIO  
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Brooke Bateman (416) 314-7551 ----- Sources: EDS, FCB, Travelinx



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ers increased visitation to the  
l in response to the April 29  
er Eves of \$118 million toward  
ent Recovery Plan designed to  
ario.

publication (1,650 downloads)  
om in April was OTMPC's  
n.

## RS

October 2002 to May 2, 2,600  
ourismPartners.com.

English; 1% was French. Most  
partners at 'accommodations'  
5%).

in April totalled 22,738; a 25%  
. Calls received in April were  
y April in the past five years.

January to April 2003 were 29%  
ng the same months last year  
g the same months in 1999.

over the past few years is not  
c, but across the industry and

advertising typically uses its  
ow as the call-to-action on  
s its phone line – the primary  
t.

that April's call volume was  
ost interest in Toronto and / or  
tination during April's SARS  
avel advisory imposed against

gent-answered calls between  
SARS-related. SARS enquiries  
y from Americans. Aside from  
ut the syndrome, common  
there medical checks at the  
on (Barrie, Ottawa, Niagara

- As was the case with user sessions, the volume of calls offered to Call Centre agents in April 2003 was unusually lower in the second half of the month than in the first.

## FULFILLMENT CENTRE

- Over 39,200 fulfillment pieces were ordered in April by consumers in Canada (84%), the U.S. (13%) and overseas (3%).
- 42% of fulfillment pieces distributed in April were ordered online at OntarioTravel.net.
- Likely because of online publications (not online last April) and decreases in calls to the Call Centre and user sessions at OntarioTravel.net in April, kit distribution dropped 38% over April 2002. The same amount of kits was available this April as last April.
- Distribution of the Canadian Spring Kit actually increased (15%) in April over April 2002, however, distribution of General Kits (-98%), Adventure Kits (-81%), French Kits (-69%) and U.S. Spring Kits (-58%) helped drag distribution down over April 2002.
- April's most requested fulfillment pieces are displayed in the table below.

### Top Ten Fulfillment Requests: April 2003

	Fulfillment Piece / Kit	Quantity Distrib'd
1	Ontario Road Map	5,524
2	2003 Adventure Guide	3,141
3	2003 Ontario Parks Guide	2,804
4	2003 Spring Experience Guide	2,728
5	Spring Kit	2,703
6	2002 Ontario Reference Guide	2,701
7	2003 Spring Events Guide	2,672
8	2003 Ontario Reference Guide	1,984
9	Backroads and Getaways Guide	1,970
10	2002 Summer Experience Guide	1,508

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